

Message Text

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TO AMEMBASSY BRUSSELS
INFO AMEMBASSY LUXEMBOURG
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E.O. 11652: N/A

TAGS:BEXP, BE,NL, LU

SUBJECT:FY-1978 COUNTRY COMMERCIAL PROGRAM - BELGIUM

REF: (A) BRUSSELS A-56 (B) USDOC 12876 (C) BRUSSELS 07624
(D) STATE 292385

1. THE FOLLOWING OBSERVATIONS AND RECOMMENDATIONS REFER
TO THE PRELIMINARY FY-1978 C.C.P. INPUTS SUBMITTED PER
REFTEL (A) IN RESPONSE TO STATE 054879 AND COMMENTS IN
REFTEL (C) IN RESPONSE TO REFTEL (B). THEY ARE PROVIDED
AS GUIDANCE TO ASSIST THE POST IN FORMULATING ITS DRAFT
CONTRIBUTION TO THE FY-1978 PROGRAM. IN LIEU OF POST'S
LATEST BEST PROSPECTS LISTING NOT RECEIVED AS OF DECEMBER
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10, WE ARE GUIDED IN OUR COMMENTS BY VALUABLE SERIES OF
NINE MARKET INFORMATION SHEETS SUBMITTED VIA AIRGRAM
SINCE APRIL, 1976 BY POST. THESE ARE BRUSSELS A-73, A-82,
A-83, A-84; ANTWERP A-9; BRUSSELS A-123, A-149; ANTWERP
A-18; AND BRUSSELS A-179.

2. WE NOTE THAT FIVE OF THE NINE PRIORITY CAMPAIGNS OUTLINED IN REFTEL (A) ARE A CARRY-OVER FROM THE FY-1977 C.C.P.; TWO ARE UPGRADED FROM THE STATUS OF "NON-CAMPAIGN

INITIATIVE ACTIVITY" TO PRIORITY CAMPAIGNS, NAMELY HEALTH CARE INDUSTRIES AND AVIATION AND AVIONICS; AND TWO ARE NEW CAMPAIGNS, NAMELY METALWORKING AND FINISHING EQUIPMENT, AND BUILDING EQUIPMENT AND MATERIALS. WE ARE INCLINED TO BELIEVE, HOWEVER, THAT TO ASSURE ADEQUATE CAMPAIGN EFFORTS, NO MORE THAN SIX PRIORITY CAMPAIGNS OUGHT TO BE MOUNTED.

3. SINCE SUPPORT OF STATE OFFICES FALLS IN THE REALM OF FACILITATIVE RATHER THAN PROMOTIONAL WORK, WE SUGGEST THIS BE INCLUDED UNDER CATEGORY OF "SPECIAL POST EFFORTS; ALONG WITH MAJOR PROJECTS, REVERSE INVESTMENT, ETC.

4. IN VIEW OF POST'S SKEPTICISM TOWARD COMMUNICATIONS EQUIPMENT AS SUITABLE THEME FOR A TRADE MISSION IN FY-1978, WE SUGGEST POST CONSIDER PORT AND HARBOR EQUIPMENT AS ALTERNATE. SINCE DRY-DOCK FACILITIES AND REPAIR WOULD BE INCLUDED, POST MAY CHOOSE TO CONSIDER INCORPORATING METALWORKING AND FINISHING EQUIPMENT AS PART OF PRIORITY CAMPAIGN THIS THEME. CONTINUOUS EXPANSION OF ENTREPOT TRADE THRU ANTWERP AND ROTTERDAM INDICATES THIS SHOULD BE A PRIORITY THEME FOR BENELUX COUNTRIES IN FY-1978.

5. IN LIGHT OF TRADE FAIR AUTHORITIES RECENT DECISION TO POSTPONE "PROPACK" UNTIL FY-1979, AS REPORTED IN UNCLASSIFIED

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BRUSSELS 10987, WE SUGGEST POST CONSIDER ALTERNATE THEME FOR USDOC CATALOG SHOW IN FY-1978. FOLLOWING POST PRELIMINARY RECOMMENDATIONS FOR PRIORITY CAMPAIGNS FOR FY-1978 LISTED IN REFTEL (A), BEST PROSPECTS NOT NOW COVERED BY A USDOC PROMOTION EVENT WOULD APPEAR TO BE IN ORDER - HEALTH CARE INDUSTRIES, POLLUTION CONTROL, BUSINESS EQUIPMENT. TO THIS MAY BE ADDED COMPUTERS AND RELATED EQUIPMENT IN VIEW OF COMATT'S RECENT COMMENTS TO CMM IN LETTER OF NOVEMBER 17.

6. PER REFTEL (B), WE INTEND TO PROMOTE LAB INSTRUMENTS AND EQUIPMENT, BUILDING EQUIPMENT AND MATERIALS, AND CONSUMER GOODS IN FY-1978; ALSO, WITH POST'S CONCURRENCE IN REFTEL (C), TO PROMOTE ELECTRONIC PRODUCTION AND TEST EQUIPMENT. SINCE E.I.P.T. WILL PROBABLY BE GIVEN SPECIAL POST EFFORT IN THE NETHERLANDS, OPPORTUNITIES TO COORDINATE A CATALOG FOLLOW-ON THERE APPEAR FEASIBLE. POST MAY WISH TO CONSIDER MAKING E.I.P.T. A PRIORITY

CAMPAIGN.

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7. BEST INFORMATION AVAILABLE SUGGESTS F-16 CO-PRODUCTION PROGRAM IN EUROPE BY FY-1978 SHOULD HAVE ADVANCED BEYOND THE STAGE WHERE PRIORITY EFFORT BY POST COULD YIELD MAJOR NEW EXPORT BENEFITS FOR U.S. SUPPLIERS OF PRODUCTION EQUIPMENT AND SYSTEMS. AMEMBASSY THE HAGUE CONCURS WITH THIS APPRAISAL. WE ARE NOT INCLINED TO SEE AVIATION AND AVIONICS AS A PRIORITY CAMPAIGN IN FY-1978. HOWEVER POST MAY WISH TO INCORPORATE THIS CATEGORY ALONG WITH ENERGY SYSTEMS AS PART OF A SPECIAL EFFORT TO MONITOR MAJOR PROJECTS IN BELGIUM/LUXEMBOURG IN FY-1978.

8. AS POST AWARE, WE ARE PROPOSING TWO BUSINESS INFORMATION OFFICES (B.I.O.'S) TO BE FUNDED BY USDOC AT INTERNATIONAL FAIRS IN BELGIUM/LUXEMBOURG IN FY-1978.
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THESE MAY BE USED AS A CORE AROUND WHICH TO DEVELOP PRIORITY CAMPAIGNS OR SPECIAL POST EFFORTS FOR PROMISING THEMES - SUCH AS HEALTH CARE, POLLUTION CONTROL, BUSINESS EQUIPMENT, COMPUTERS AND RELATED EQUIPMENT, SECURITY EQUIPMENT, AND EQUIPMENT FOR THE CHEMICAL INDUSTRY - ALL OF WHICH HAVE BEEN RECOMMENDED BY POST DURING PAST SIX MONTHS.

9. SPECIAL POST SUPPORT OF SELECTED USTC EXHIBITIONS IN NEIGHBORING COUNTRIES TO WHICH BELGIAN BUYERS CAN BE EXPECTED TO BE DRAWN, IS HIGHLY COMMENDABLE AND CAN YIELD MAJOR EXPORT BENEFITS. WE ENCOURAGE POST TO INCLUDE A SPECIAL REPORT IN THE DRAFT C.C.P.

10. THE LEVEL OF INPUT TO THE FTI CONTINUES TO BE RATHER LOW, EVIDENTLY BECAUSE PRODUCTION OF WTDRS HAS BEEN SLACK DURING RECENT ECONOMIC RECESSION. WE COMMEND TO POST THE POSSIBILITY OF ACTIVELY STIMULATING THE ON-GOING BUSINESS OF PROSPECT INFORMATION REPORTS AND INCLUSION OF A SPECIAL REPORT IN THE DRAFT C.C.P.
ROBINSON

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